

Title: **Tourism Promotion**
Policy No: 013
Adopted By: Council
Next Review Date: 23/02/2019
Responsibility: General Manager City Futures
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Version	Decision Number	Adoption Date	History
1	20\2501	23/02/10	Adopted
2	21\2042	16/04/14	Further Review Required
3	21\4346	17/05/2016	Adopted
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1 Policy Summary

The Policy establishes a framework for Council's role in the promotion and development of tourism within the City.

2 Policy Objectives

To promote and support appropriate tourism development.

3 Background

The City of Darwin strategic plan 'Evolving Darwin' includes as key strategies the need to develop partnerships, promote Darwin as a place for tourists and develop and maintain a vibrant and active Central Business District.

4 Policy Statement

Tourism Promotion and Development

Council will:

- work closely with government, community organisations and private enterprise in all aspects of tourist development;
- seek representation on appropriate local and regional tourist associations;
- endeavour to provide an annual budget allocation for tourism/promotion expenditure;
- assist, subject to budget (financial and other) provision, tourist organisations and events that have potential to develop tourism in the city;
- have regard to the impact on tourism in the preparation of by laws;
- support the preservation of significant historic sites/items and endeavour to ensure that where environmental, historic or cultural areas exist, these areas will be adequately protected in relation to development or usage;

- support the development of national parks, conservation areas and recognise items of heritage significance;
- support the development of appropriate scenic drives, walking and riding trails; and,
- seek financial involvement from other sources whenever possible in the provision of tourist facilities.
- Continue to co-ordinate, facilitate, and fund the commemoration ceremony on 19 February of the Bombing of Darwin.
- Continue to support and facilitate community markets throughout the municipality including the improvement of community market infrastructure.
- Consider opportunities to work collaboratively with the local property owners and the retail sector to promote the central business district.

Tourism matters will be reported to Council through the City Futures Committee.

In the future planning of the city, City of Darwin will have regard to the requirements of tourism development and will consider the wider social, cultural, and economic benefits to the city when considering tourism developments referred from the NT Planning Authority.

5 Legislation, terminology and references

The NT Local Government Act provides the basis for City of Darwin to occupy a broad role in promoting the social, economic, environmental, and cultural wellbeing of its local community and for community participation in such activities.

Policy No. 053 - International Relations

Policy No. 046 - Recreation and Healthy Lifestyle

6 Implementation and delegation

The General Manager City Futures is responsible for managing implementation of this policy

7 Evaluation and review

This policy should be reviewed once in the term of each Council or more often as required.